



WEWS

ORDER

Flight Dates **09/05/12-09/11/12**

Contract / Revision **309316 /** **Renacci For Congress OH-16 9.5-9.**

Original Date / Revision
08/27/12 08/28/12 Agency Com 15%
Billing Contact

Advertiser **Renacci / Republican / Cong**
815 Slaters Lane
Alexandria, VA 22314

Agency **American Media and Advoc**

Buying Contact
815 Slaters Lane
Alexandria, VA 22314
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **3090**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35-64

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 26225

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	16	\$22,291.25	\$26,225.00	0.00	08/27/12	09/10/12	16	\$22,291.25	\$26,225.00
Totals	16	\$22,291.25	\$26,225.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/05/12	09/11/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$450.00		0.00			
		Week: 09/10/12	09/16/12	M-----		1				\$450.00		0.00			
N 2	WEWS	09/05/12	09/11/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00



WEWS

Print Date: 09/24/12

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Contract / Revision **309316** Flight Dates **09/05/12-09/11/12**

Hiatus Dates

Original Date / Revision 08/27/12/ 08/28/12

Order Sep 00:20:00

Advertiser **Renacci / Republican / Con** Product **Renacci For Congress OH-1** Estimate # **3090**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/05/12	09/11/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	----F--		1			\$850.00			0.00			
	Week:	09/10/12	09/16/12	-----		0			\$0.00			0.00			
N 3	WEWS	09/05/12	09/11/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1			\$800.00			0.00			
	Week:	09/10/12	09/16/12	-----		0			\$0.00			0.00			
N 4	WEWS	09/05/12	09/11/12	M-F 7-730p 7-730p Wheel	CM	7-730p	--WT---	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	--WT---		2			\$2,400.00			0.00			
	Week:	09/10/12	09/16/12	-----		0			\$0.00			0.00			
N 5	WEWS	09/07/12	09/07/12	M-F 7-730p 7-730p Wheel	CM	7-730p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	----F--		1			\$2,000.00			0.00			
N 6	WEWS	09/05/12	09/11/12	Nascar Series Nascar Series	CM	Richmond, VA Prin	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		1			\$2,000.00			0.00			
	Week:	09/10/12	09/16/12	-----		0			\$0.00			0.00			
N 7	WEWS	09/09/12	09/09/12	Sunday Prime Special Sunday Prime Special	CM	Extreme Makeover	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1			\$4,500.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	09/03/12-09/09/12	Sunday Prime Special		Extreme Makeover	-----Su	:30		(\$4,500.00)		0.00	NM		
	See MG 7.2														
	[PGM CHG TO ONCE UPON A TIME 7-11P]														
	2	WEWS	09/09/12-09/09/12	Sunday Prime C		9-10p	-----Su	:30		\$4,500.00		0.00	NM		
	Ⓜ MG for 7.1 09/09														
N 8	WEWS	09/05/12	09/11/12	M-SU 11-1135P Late News M-SU 11-1135P Late Nev	CM	11-1135p	----F--	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	----F--		1			\$2,200.00			0.00			
	Week:	09/10/12	09/16/12	-----		0			\$0.00			0.00			
N 9	WEWS	09/05/12	09/06/12	M-SU 11-1135P Late News M-SU 11-1135P Late Nev	CM	11-1135p	--WT---	:30	2	\$2,400.00	P-1	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	--WT---		2			\$2,400.00			0.00			
N 10	WEWS	09/09/12	09/09/12	M-SU 11-1135P Late News M-SU 11-1135P Late Nev	CM	11-1135p	-----S	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1			\$2,200.00			0.00			
N 11	WEWS	09/08/12	09/08/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		1			\$650.00			0.00			

